



# barrio logan

COMMUNITY PLAN UPDATE

## Project Orientation

Stakeholder Committee Meeting #1  
April 15, 2008





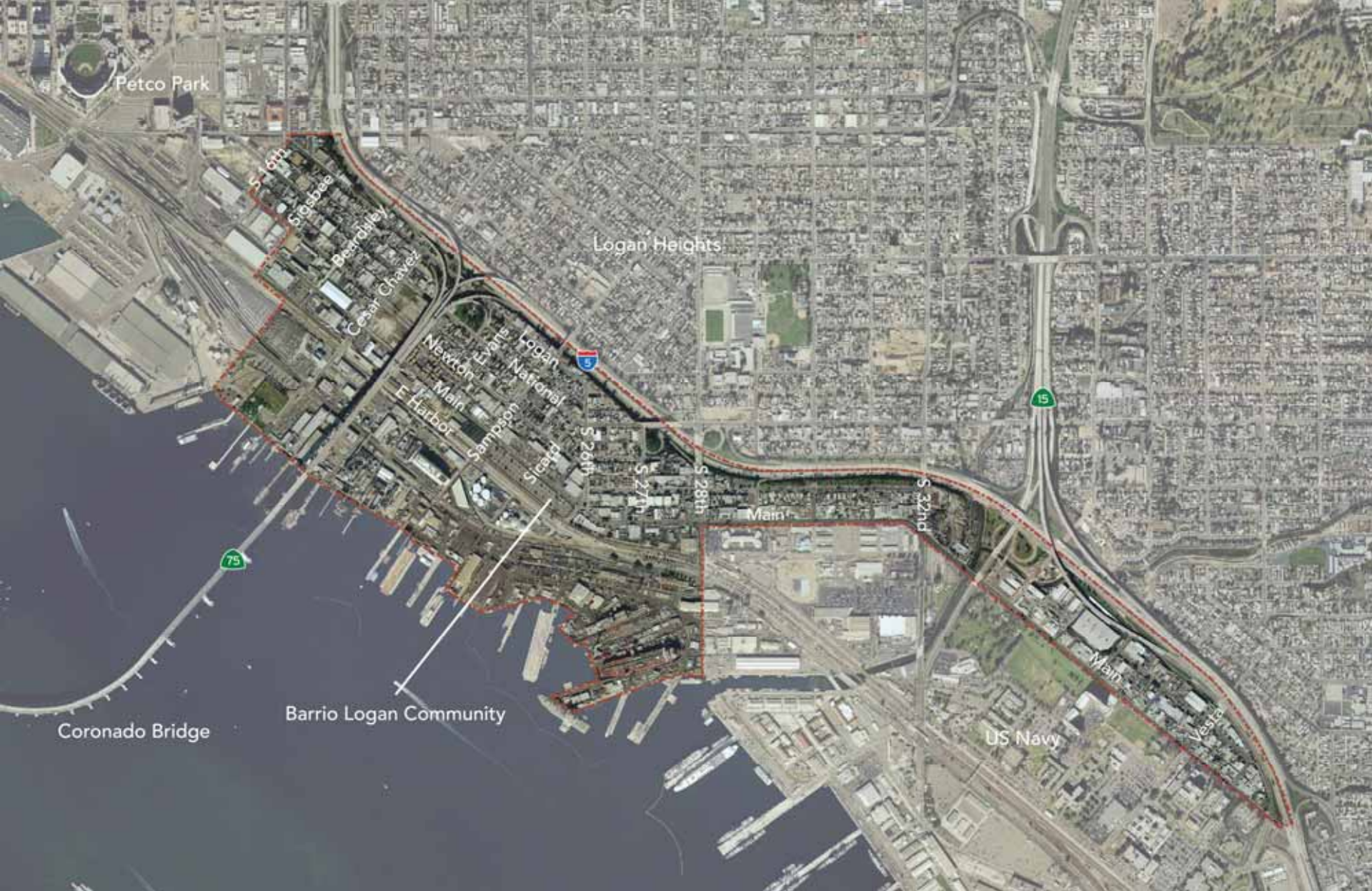


# Project Background







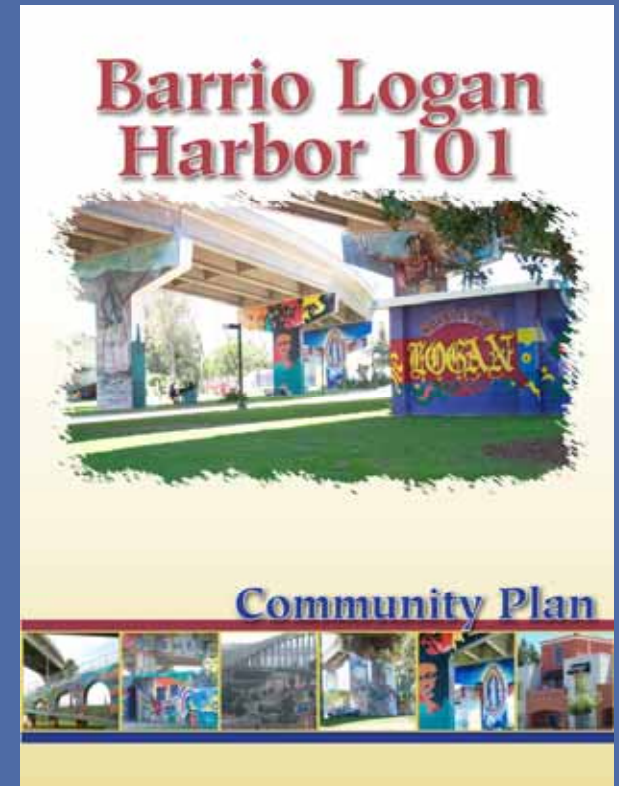


# Planning History



# Planning History

- Barrio Logan Community Plan
  - Adopted in 1978
  - One of over 40 community plans
  - Part of Land Use Element of General Plan



# Plan Objectives

- Identify community vision
- Create guide for future development
- Provide buffers between incompatible land uses
- Reduce traffic conflicts
- Apply pedestrian-oriented design principles
- Encourage affordable housing
- Provide adequate public facilities



# Special Studies

- Historical Resources Reconnaissance and Archeological Study
- Hazardous Material Study
- Noise Study
- Mobility Analysis/Traffic Study
- Co-location and Buffer Strategy
- Public Facilities and Park System Strategy and Phasing Plan
- Economic and Fiscal Analysis

# Other Planning Efforts

- Prior Work
- Other jurisdictional long range plans





# Planning and Process

# What is the General Plan?

- Master guide for planning growth and development
- Required by State
- Responds to public concerns
  - Growth
  - Housing density
  - Development patterns
  - Environmental protection

*General Plan Update adopted March 2008*



# What is a Community Plan?

- Part of the General Plan
- Tailored policies implements the General Plan
- Long-range physical development guide

# What is a Community Plan?

- Contains these elements:
  - Land Use and Community Planning
  - Mobility
  - Urban Design
  - Economic Prosperity
  - Public Facilities, Services and Safety
  - Recreation
  - Historic Preservation
  - Noise
  - Housing
  - Implementation



# What is a Community Plan?

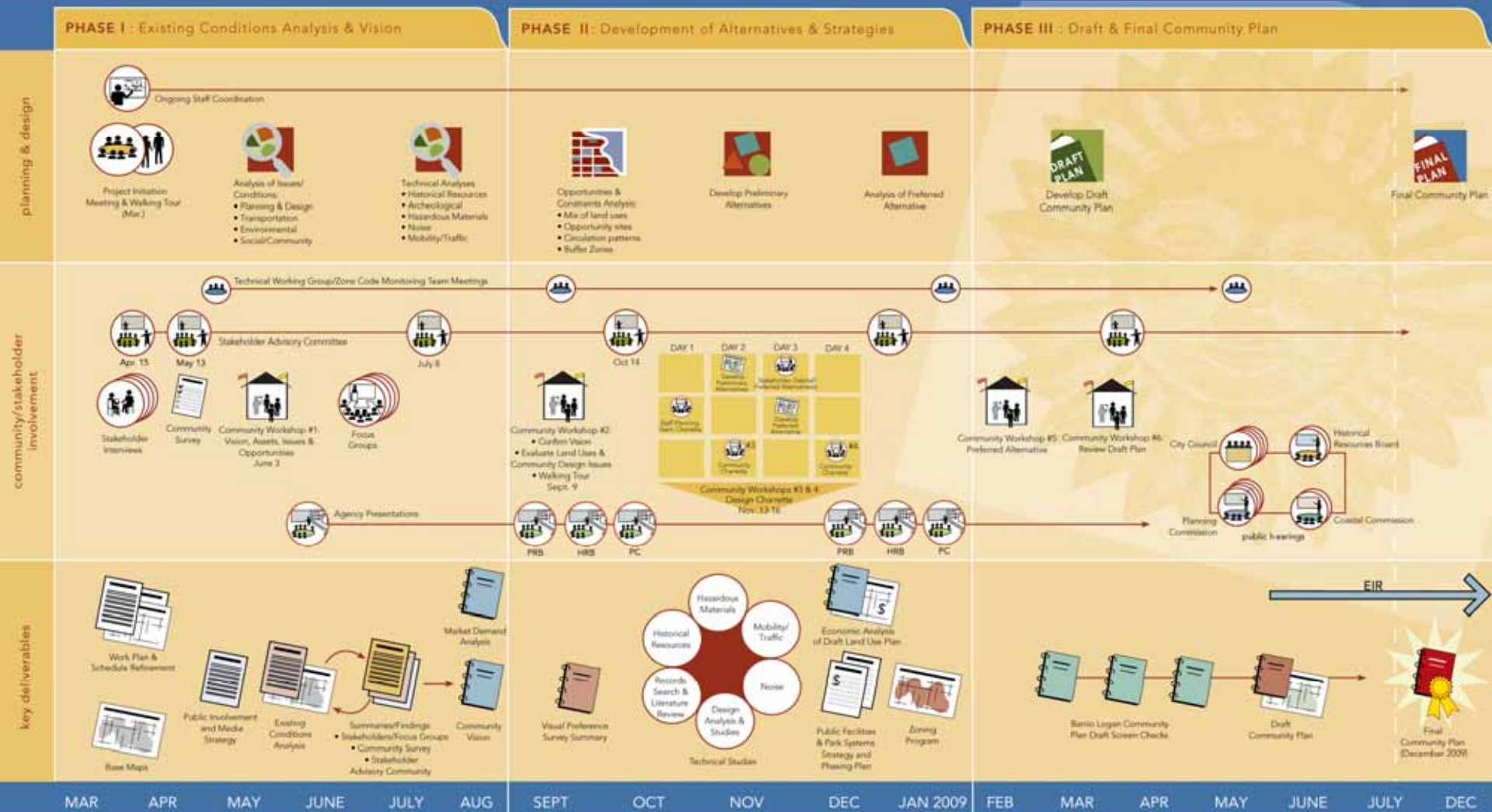
- Emphasis on sustainable design principles and policies
- Illustrative, graphically based and action oriented
- Conveys community goals, objectives, and recommendations

# What a Community Plan does not do

- Eminent domain
- Change preexisting land uses



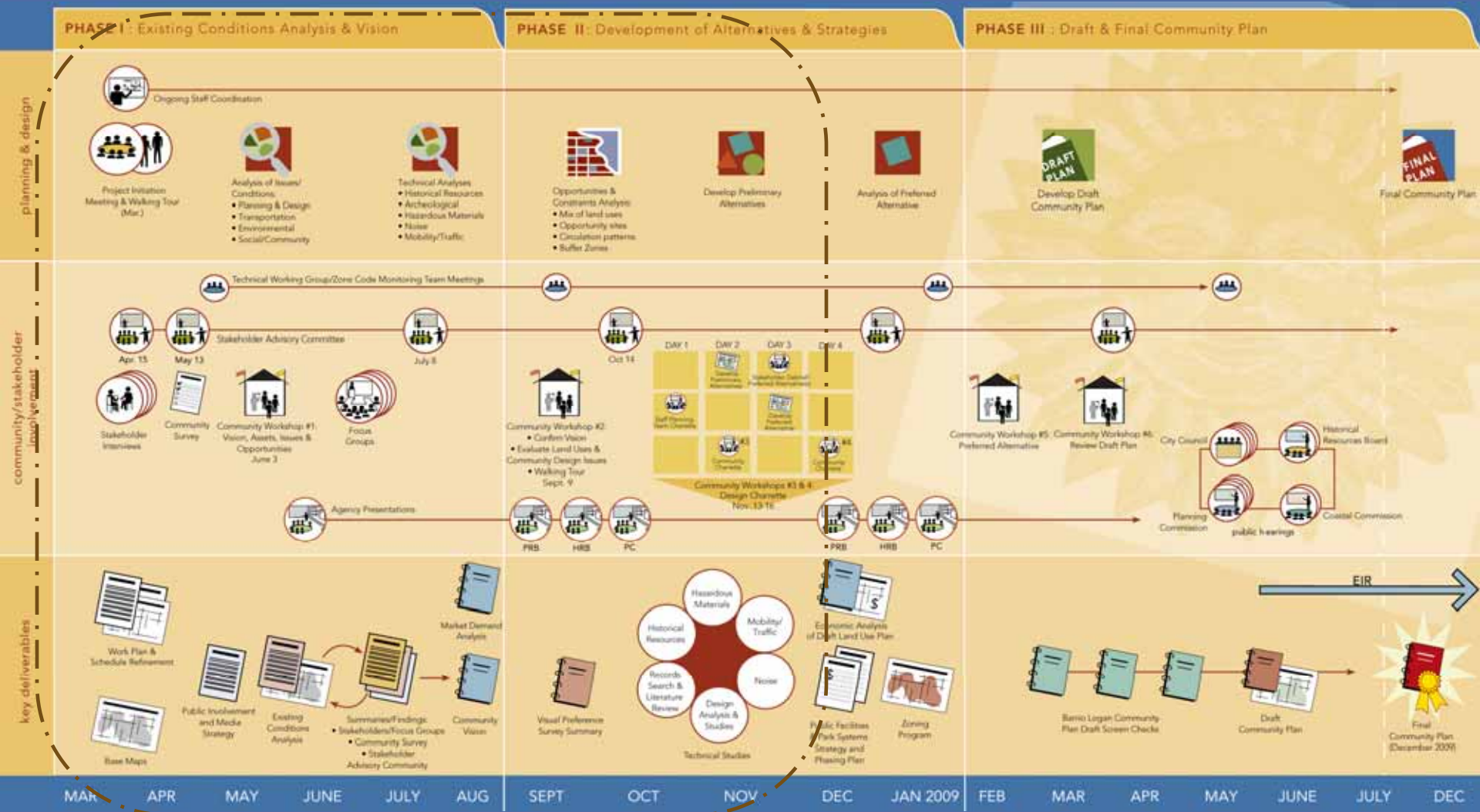
# Schedule





# Phased Program

- **Phase I:** Existing Conditions and Vision
- **Phase II:** Development of Alternatives and Strategies
- **Phase III:** Draft and Final Community Plan



## PHASE I : Existing Conditions Analysis & Vision

## PHASE II : Development of Alternatives & Strategies

planning & design



Ongoing Staff Coordination



Project Initiation Meeting & Walking Tour (Mar.)



Analysis of Issues/Conditions:

- Planning & Design
- Transportation
- Environmental
- Social/Community



Technical Analyses

- Historical Resources
- Archeological
- Hazardous Materials
- Noise
- Mobility/Traffic



Opportunities & Constraints Analysis:

- Mix of land uses
- Opportunity sites
- Circulation patterns
- Buffer Zones



Develop Preliminary Alternatives



Analysis of Preferred Alternative

community/stakeholder involvement



Technical Working Group/Zone Code Monitoring Team Meetings



Apr. 15



May 13



Stakeholder Interviews



Community Survey



Community Workshop #1: Vision, Assets, Issues & Opportunities June 3



Focus Groups



July 8



Agency Presentations



Oct 14



Community Workshop #2:

- Confirm Vision
- Evaluate Land Uses & Community Design Issues
- Walking Tour Sept. 9



PRB



HRB



PC



PRB



HRB



PC

key deliverables



Work Plan & Schedule Refinement



Base Maps



Public Involvement and Media Strategy



Existing Conditions Analysis



Summaries/Findings:

- Stakeholders/Focus Groups
- Community Survey
- Stakeholder Advisory Community



Market Demand Analysis



Community Vision



Visual Preference Survey Summary



Economic Analysis of Draft Land Use Plan



Public Facilities & Park Systems Strategy and Phasing Plan



Zoning Program

MAR

APR

MAY

JUNE

JULY

AUG

SEPT

OCT

NOV

DEC

JAN 2009



# Project Team



# CITY OF SAN DIEGO

## PROJECT MANAGEMENT

Christopher Beynon, AICP  
*Principal-in-Charge*

Esmeralda García  
*Project Manager*

Brian Wallace  
*Deputy Project Manager*

### MOBILITY

Dave Sorensen  
Marc Mizuta  
Cliff Yargas  
James Douglas

*Kimley-Horn*

### HISTORICAL RESOURCES

Brian Smith  
Larry Pierson  
Johnna Buysse  
Kyle Guerrero  
Melanie Lytle

*Brian F. Smith & Associates*

### LAND USE & ZONING

Christopher Beynon  
Brian Wallace  
Brian Soland  
Robert Odland

*MIG*

### PARKS/FACILITIES FINANCING PLAN

Nancy Kaiser

*MIG*

### ENVIRONMENTAL

Hazardous Materials  
Derek Reed  
Nicole Peacock

Noise  
Cornelis Overweg  
Mike Komula

*Dudek*

### PUBLIC OUTREACH

Esmeralda García  
Andy Pendoley

*MIG*

Vicki Estrada  
*Estrada Land Planning*

### URBAN DESIGN

Brian Wallace  
Julia Abbassi  
Anita Punja

*MIG*



# Stakeholder Committee

# Committee Purpose and Charge

- Help identify community values
- Identify community and social Issues
- Review community-wide vision
- Refine land use alternatives and preferred land use scenario
- Provide guidance with community engagement

# Ground Rules

- Show respect for others
- Arrive on time
- Review materials
- Follow consensus based process
- Resolve conflict
- Demonstrate teamwork



# Communication Protocols

- Media contact
- Meeting attendance

Lara Gates

619-236-6006

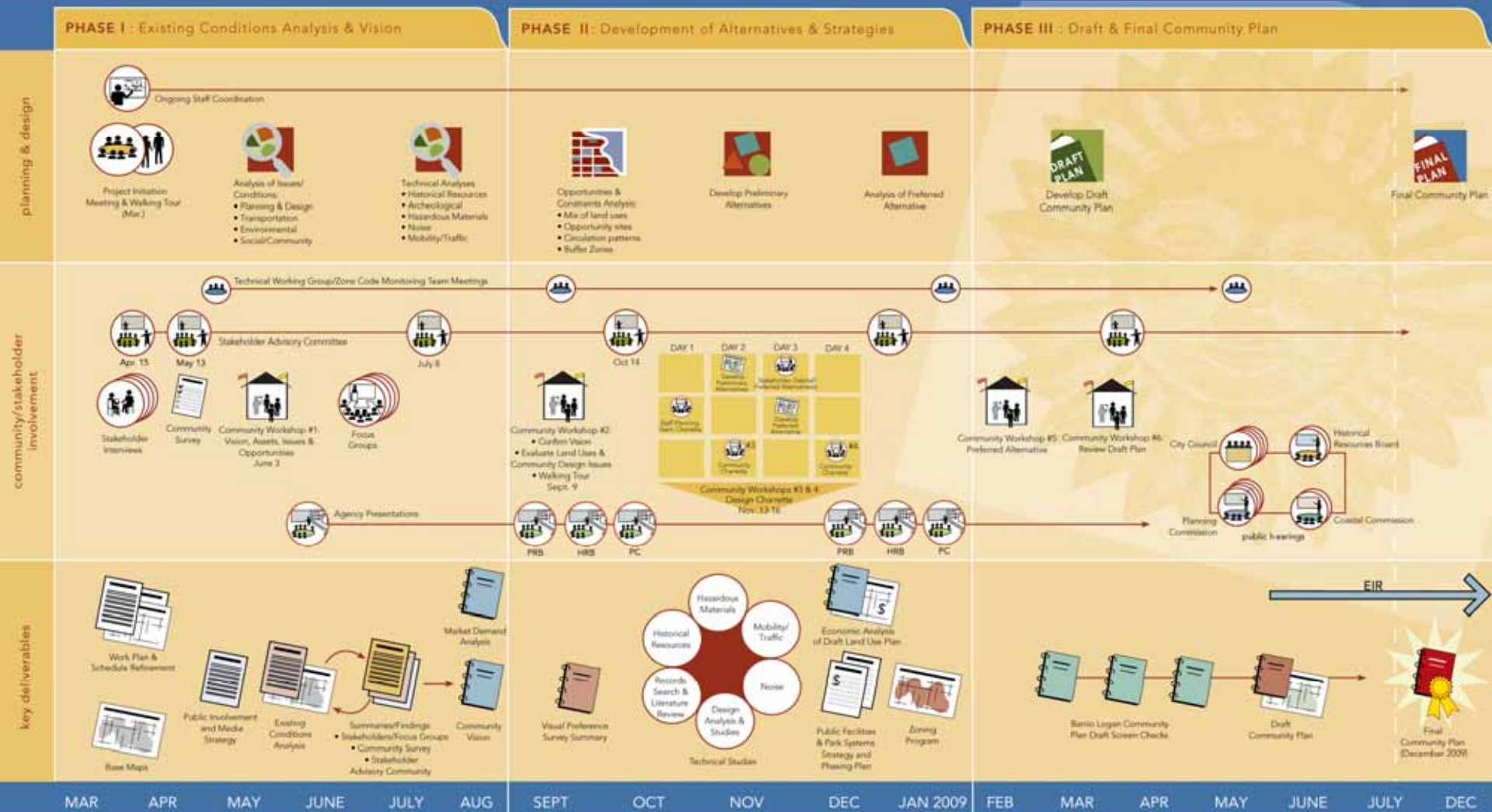
lgates@sandiego.gov

# Meeting Format and Structure

- Facilitated discussion
- Chair and subcommittees
- Bilingual
- Public meeting
  - Brown Act guidelines
  - Comment period
- Childcare



# Community Involvement





# Community Participation

- Stakeholder committee
- Focus groups
- Community workshops
- Survey
- Visual preference
- Plan Update charrette





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